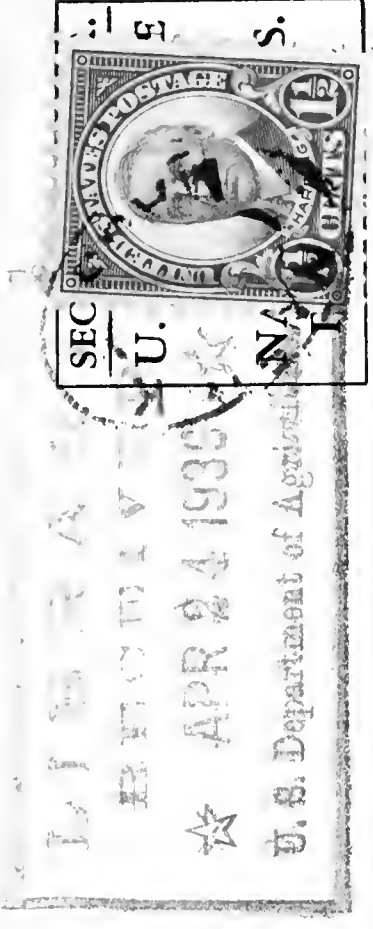


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JAMES WHEELER & SON
Boston - Worcester Turnpike NATICK, MASS.



DEPARTMENT OF AGRICULTURE,
WASHINGTON, D. C.
BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases
M. R. N.,
GPO 8-3591

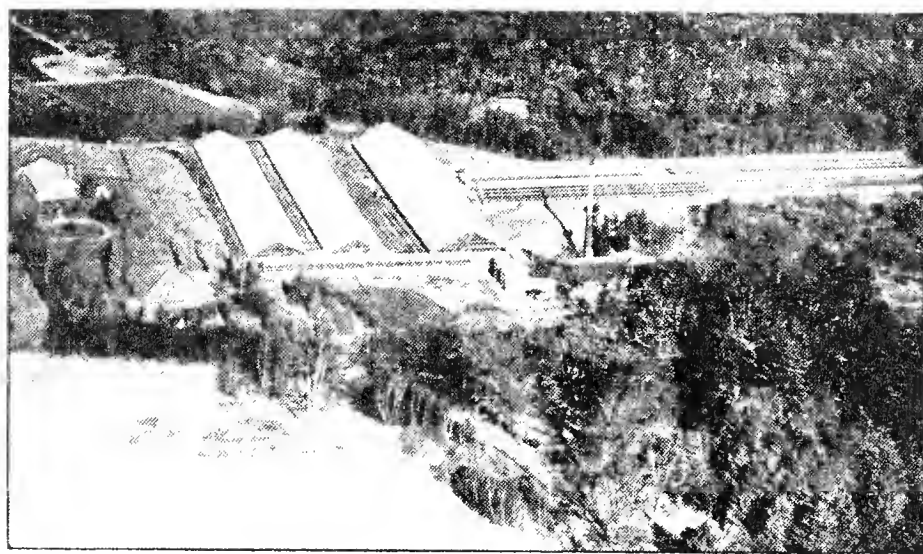
Let WHEELER'S Experience and Facilities Help You to Greater Garden Loveliness—THIS YEAR

THROUGH an increasing number of special introductions, and the exceptional quality of everything offered, James Wheeler & Son has come to be known not only as the Garden Shop center for Eastern Massachusetts' garden lovers—but as a source to be looked to each year for something different, something unusual that is distinctly worth having in the up-to-date garden.

Thus, last year, orders from every state in the Union came to Natick to seek out our Delphinium and Chrysanthemum specialties. Through the Spring, Summer and Fall, visitors from nearly every State stopped to visit with us, to share experiences, to learn of our plans for this year, and to buy our specialties of 1935.

EXPERIENCE

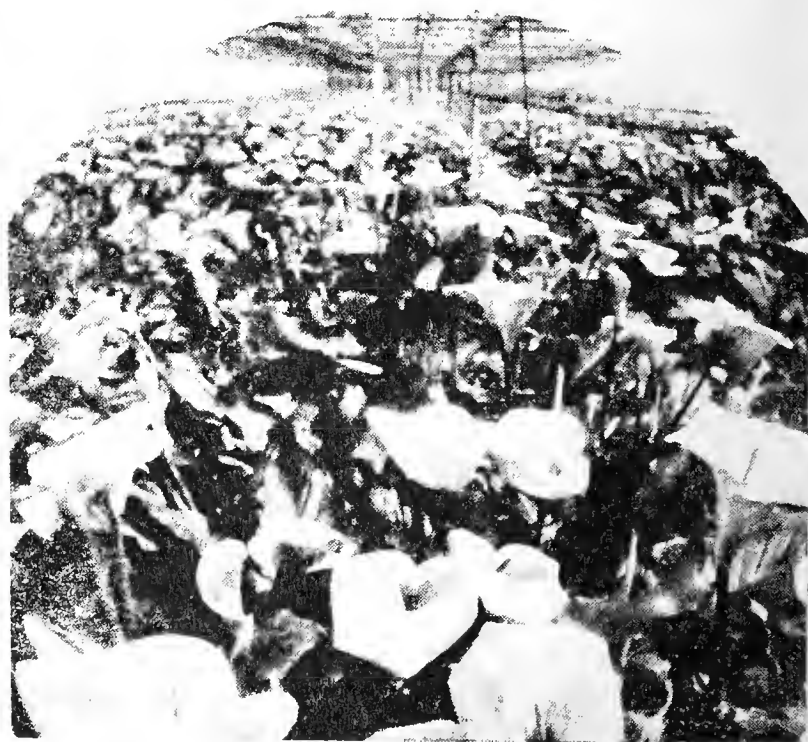
For many years, we have been known as a preferred source for cut-flowers by the florist shops of New England and New York City. Night after night, huge shipments leave our greenhouses for the leading florist shops of the East. Only years of experience in knowing just how to grow best, could produce the flowers to satisfy those most discriminating of buyers. Let that experience help you, too.



5-Acre Capacity Under Glass.

FACILITIES

Twelve months in the year, we're working for your pleasure. In Winter our greenhouse plant is a beehive of industriousness, growing plants of hundreds of varieties that will bring pleasure and satisfaction to you the next Summer. There's the equivalent of 5 acres under glass here. Each Summer, our 15 acres at Natick, and our hybridizing garden at Annapolis Royal, Nova Scotia are filled with the glory of live beauty that will grace some private garden the next year. Use those facilities for *your* pleasure.



For the Country's Leading Florists.

DELPHINIUMS ♦ ♦ ♦

The color-range of these garden Queens as we grow them runs through delicate azure-blue and mauve to clear cobalt and deep purple. You'll find an exceptionally large percentage of doubles with flowers of the rare rosette or rambler form.

EXTRA-SELECTED PLANTS

IN Delphinium, almost more than in any other garden flower, superb blooms give an effect that is worth any reasonable effort to attain.

So, each year mark up those special plants who exceed even their gorgeous sisters in size, beauty of color, and strength of flower. These are our "extra-selected" plants.

They are a little more expensive, but to judge by the increasing demands for them must give worth-while satisfaction.

\$1.00
EACH

RUN-OF-FIELD PLANTS

THESE are dug just as they come, yet every one must measure up to our minimum grading as Gold Medal Hybrids. Each plant has had the benefit of the most rigid, careful selection of its strain, and has benefited through continuous experienced care from its original planting. Look to them for the showiest highspots of your garden.

50 CENTS
EACH

SEEDLINGS FOR SPRING

FOR spring delivery we have seedling plants from seeds sown in the greenhouse in January. These seedlings can be counted on for autumn bloom. We will ship them postpaid if your order amounts to \$2.00 or more.

\$2.00 PER
DOZ.

PACKET OF 500 SEEDS

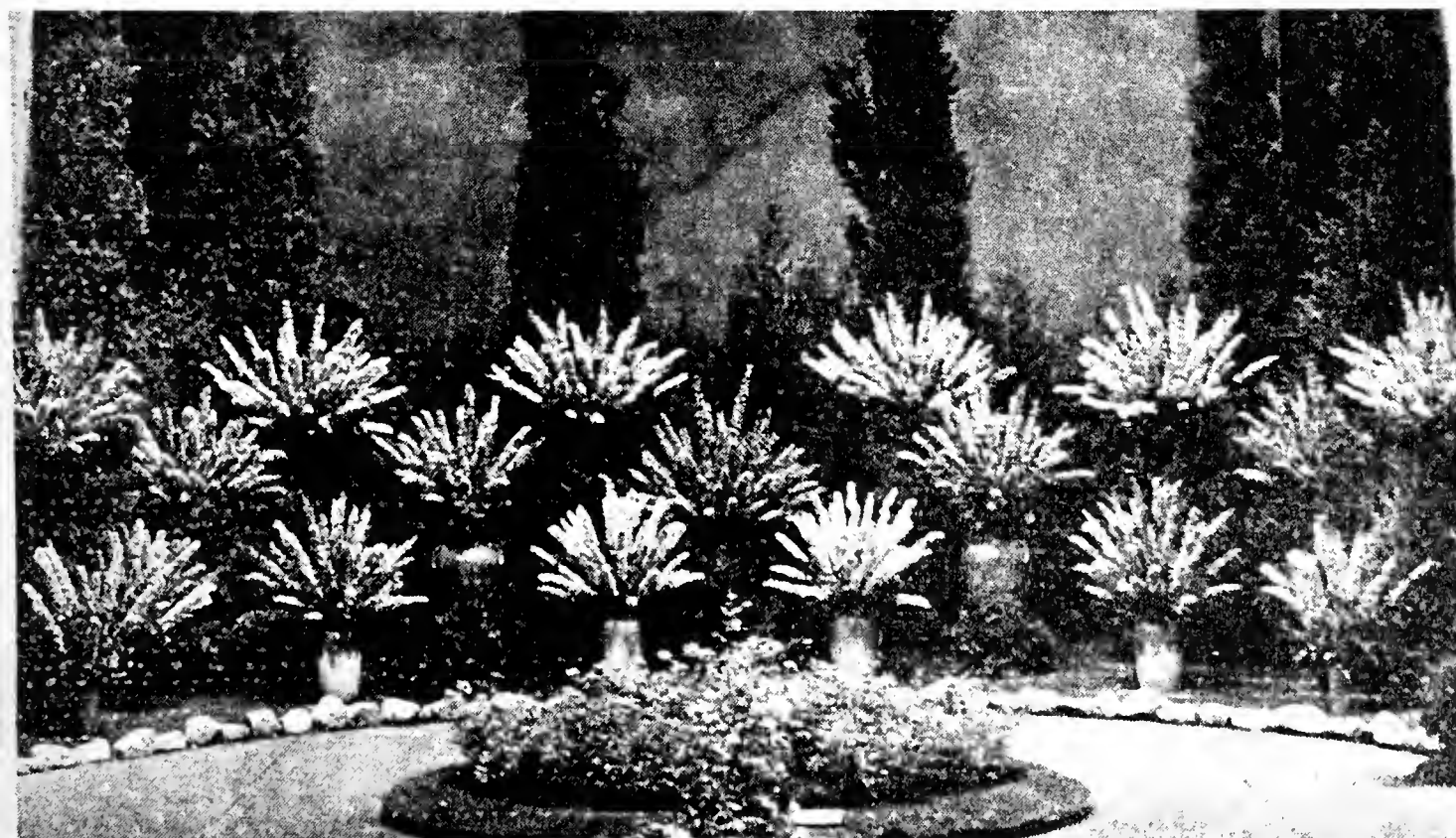
DELPHINIUM seed from selected plants which has been kept at the proper storage temperature and which should give a high percentage of germination. Postpaid

\$1.00
PER PKT.

We've counted as many as 2,000 florets on a single spike of our Gold Medals.

Prize-Winning Exhibition of WHEELER DELPHINIUMS

A photograph of one of our winning exhibitions of Gold Medal Hybrid Delphiniums, taken at Horticultural Hall, Boston, and awarded the Gold Medal of the Massachusetts Horticultural Society



OTHER MUMS

For Chrysanthemums are our specialty, you know. These are the best of our standard varieties.

THERE'S something to be said for every one of these varieties—its color, its shape or its flowering habit is not just like any other member of its family. You who want some special effect, or who have a fondness for some of the older favorites will find what you're seeking for in this summary list.

Alice Howell—Bronze single—very hardy.

Angelo—Soft pink, double flower.

Aletta—Dwarf light pink.

Anna L. Moran—Bronze—tall, branchy and very prolific.

Ann Fletcher—New clear yellow—medium height.

Amber Star—Buff—red—single—new.

Attraction—Rose pink—very compact grower.

Brilliancy—Bright red, semi double—very early.

Buff Beauty—Real buff color, very attractive.

Bright Eyes—Apricot, shading deeper in center.

Crimson Splendor—Large single velvety crimson.

Cavalier—One of the best reds, single with yellow center.

Comoleta—Large double yellow.

Capt. R. H. Cook—Tall growing double pink pompon.

Chestnut Burr—Deep chestnut red—double.

Cheerfulness—One of the best yellow buttons.

Cosmos—Deep purplish carmine—single.

Carmine—Red.

Dotson—Tall growing—old rose.

Dazina—Single white—Korean Hybrid.

Daybreak—Double daybreak pink.

Dainty—Dwarf branchy orange.

Dazzler—Bright red, low grower.

Donald Wells—Single white, long graceful sprays.

Evelyn—Dark red and gold double—real Fall color.

Elena—Semi double bronzy red—early.

Ethel—Red.

Free Parisienne—Large double shaggy pink flowers.

Grenadier—One of the best bronze—semi double.

Ganna—Double rose pink.

Granny Scovill—Orange bronze—large double.

Glomers—Apricot bronze pompon.

Golden Sun—Yellow.

Halo—Single pink.

Harbinger—Purple.

Irene—White.

Indian Maid—Terra cotta.

Jean Treadway—Tall light pink double.

Little Dot—Mahogany.

Lemonade—Light yellow single—3 inches.

Model of Perfection—Wine red pompon.

Marie Du Pont—Very large dwarf pure white.

Moonlight—Large blush pink.

Mio—Small pink button.

October Girl—Semi double light pink—early.

Provence—Very early light pink double.

Pink Lady—One of the best double pink. Early.

Princess—Very large—early white.

Ruth Cumming—Double bronze—early.

R. Marion Hatton—Early double yellow.

Rhoda—Pink.

Rapture—Indian red.

Rodell—Yellow.

Red Doty—Tall double—wine color.

Saranac—New yellow—double—very early.

Savina—Rose.

Sunflower—Yellow.

Snow Drift—White.

Tasiva—Large—free growing—shaggy white.

Tints of Gold—Golden yellow.

The Torch—Orange scarlet, gold reverse.

The Chief—Red with golden reverse, semi double.

Uvalde—Double white—free flowering.

White Doty—Tall double white pompon.

Warrior—Crimson maroon—golden reverse.

Yellow Normandie—Early large yellow.

Zelia—Orange.



Showy Brilliance in the Garden

COME TO THE GARDEN SHOP

WE'RE told that there's a welcoming atmosphere about our Garden Shop on the hill-top bordering the Worcester turnpike. And that pleases us greatly, for we've tried to plan it and landscape it so that you might feel you were stopping at the cottage of some personal friend for a morning or afternoon visit.

Of course it's a work-shop, stocked with whatever you need for your garden—plants, seeds, insecticides, the handiest of the small tools, and all our specialties.

It's only 30 minutes from more than half of suburban Boston, and usually much handier than any downtown place could be. And all of us are gardeners, too. Come visit us for the fun of seeing what we grow and how we do it—for advice and helpfulness, and for ANYTHING you need for your garden.



ALL THE NEW ANNUAL SPECIALTIES

The last few years, it seems as though most of Eastern Massachusetts stops at our door for their annual plants. Perhaps it's the price that brings them, for we're right in line with most, and lower than a good many. Or perhaps it's because gardeners have found out that we take special care with everything we do. It's force of habit with us.



C. Brilliancy

But we really think that people come here because they can get what they want. Whatever you see in the way of seed specialties in any American or English catalogs, you'll find it ready for you here, in perfect shape to go right on growing for YOU in your garden. Usually we manage to seek out a half a dozen new things that aren't even listed in catalogs at all, but that are truly worth while.

A N N U A L P L A N T S

35c per box of 12

Cash and Carry—ONLY

WHEELER'S

SPECIALTIES FOR 1936

TWO ORIGINAL NOVELTIES!

Astrid

YOUR OWN
KOREAN HYBRIDS!

Our own introduction—the *first* absolutely hardy Chrysanthemum. A new plant marvel! They'll flock to your garden to see this winning specialty.

Absolutely **HARDY**

Daughter of C. Articum. Tested for the last four Winters without a single loss—requires no protection.

Beautiful **FOLIAGE**

Long-stemmed sprays of 3-inch flowers that form a yard-square mass of bloom.

FREE-FLOWERING

Symmetrical dense growth of dark green—all Summer long.

Blooms **EARLY**

Flowers start to show before October first, develop rapidly, and cover the plant in a few days. Blooms last until severe frost. Cut flowers last two weeks with ordinary care.

Prices—Sturdy plants from 3-inch pots
—50c per plant—three for \$1.25—
dozen, \$4.50. Includes all packing for
shipment anywhere. FREE FOLDER.

**50¢
EACH**
~~\$1.25~~ for 3

Here's an idea no one thought of before—that will bring you one of the most interesting spots in your garden, at a substantial saving.

You probably know the Korean Hybrids that have been such garden favorites for the last few years. (See page 4 of this catalog for named varieties.) We have sold thousands of plants to satisfied customers in the last 3 years.

Last year, we planted a whole block of our huge green-house layout with a selection of the outstanding varieties of this interesting mum—cross-pollinated by hand every single plant in the block—saved the seed for planting last February and right now have thousands of large bushy plants from 3-inch pots that will give you a riot of color in the Fall garden.

YOU'RE APT TO GET A WINNER!

Every one of these plants is a brand NEW variety—YOUR OWN hybrid. No one else can have any just like yours. Picture the interest of watching and raising something exclusive. In the block of mums you set out, may be the next great addition of this gorgeous family. Try at least 12 at this low price.

30¢ per plant \$3.00 per dozen

A Solid Carpet of Pink Bloom.